



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12 Unit 2			Unit 2 - Developing a marketing campaign  <b>A</b> Introduction to the principles and purposes of marketing that underpin the creation of a rational for a marketing campaign  What is the role of marketing?  What are the Influences on marketing activities?	Unit 2 - Developing a marketing campaign  <b>B</b> Using information to develop the rational for a marketing campaign  Purpose of researching information to identify the needs and wants of customers  What are the market research methods and uses?  Developing a marketing rationale	Unit 2 - Developing a marketing campaign  <b>C</b> Planning and developing a marketing campaign  How to produce a marketing campaign  What is the Marketing mix?  Understanding the appropriateness of marketing campaigns  Revision for Unit 2 and unit 3	Unit 2 - Developing a marketing campaign  Revision for Unit 2 and unit 3  2nd - re-sit (if required) of Unit 2 External Controlled Assessment  2nd - re-sit (if required) of Unit 3 External Controlled Assessment  Introduction to Unit 1

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	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 12 Unit 3</b>	<p><b>Unit 3 – Personal finance and business finance A</b></p> <p>What are the functions and role of money? What are the different ways of paying for goods and services? What is a current account? Managing personal finance</p> <p><b>Unit 3 – Personal finance and business finance B</b></p> <p>What are the features of financial institutions? How businesses communicate with customers What is consumer protection? What is financial guidance and advice?</p>	<p><b>Unit 3 – Personal finance and business finance C</b></p> <p>What is the purpose of accounting? Types of income and expenditure What are the sources of finance? How to produce a Cash flow forecasts How to produce a Break-even analysis</p> <p><b>Unit 3 – Personal finance and business finance</b></p> <p>How to produce a Statement of comprehensive income How to produce a Statement of financial position How to Measuring profitability, liquidity and efficiency Why there are Limitations of ratio analysis</p>	<p>Revision for unit 3 external examination</p> <p>1st -Complete Unit 3 external examination component</p> <p><b>Introduction to Unit 2</b></p>			

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<b>Year 13 Unit 1</b>	<p><b>Unit 1 - Exploring business (Learning aims A and B)</b></p> <p>What are the features of businesses? What are stakeholders? A: Explore the features of different businesses and analyse what makes them successful</p> <p><b>Unit 1 - Exploring business (Learning aims A and B)</b></p> <p>What are effective business communications? What are structures and organisations? What are aims and objectives? B: Investigate how businesses are organised</p>	<p><b>Unit 1 - Exploring business (Learning aims C and D)</b></p> <p>What are the Internal business environments and external business environments? What is a competitive business environment? C: Examine the environment in which businesses operate</p> <p><b>Unit 1 - Exploring business (Learning aims C and D)</b></p> <p>What is situational analysis? What are market structures? What is the relationship between demand, supply and price? What is a business's pricing and output decisions? D: Examine business markets</p>	<p><b>Unit 1 - Exploring business (Learning aim E)</b></p> <p>What is the role of innovation and enterprise? What are the benefits and risks associated with innovation?</p> <p>E: Investigate the role and contribution of innovation and enterprise to business success</p> <p>Introduction to Unit 8</p>			

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	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13 Unit 8			<b>Unit 8 – Recruitment and selection process (Learning aim A)</b>  How businesses recruit staff Understanding recruitment and selection process  What are the ethical and legal considerations in the recruitment process?	<b>Unit 8 – Learning aim B</b>  How to complete job applications How to conduct Interviews  <b>Unit 8 – Learning aim C</b>  Review and evaluation of recruitment processes How to carry out SWOT analysis and action plans	Completion Internally-marked coursework/assignments	